

County of Los Angeles Fiscal Year 2011-12 Summary of Stormwater Education Activities

The County of Los Angeles Department of Public Works (LACDPW) continued to inform residents about proper disposal of waste and the importance of watershed protection through a multifaceted outreach approach that involved media partnerships, coordination with copermittees, Countywide media campaigns, media relations, K-12 grade environmental education programs, community events, and maintenance of the County's environmental hotline and website. Significant program accomplishments for Fiscal Year 2011-12 included:

Countywide Stormwater/Urban Runoff Public Education Program

- Convened an NPDES Advisory Committee meeting on December 6, 2011, to review the status of the Countywide public education program in compliance with Permit requirements.
- Provided information about the County's pollution prevention programs through the 1(888)CLEAN LA hotline and www.CleanLA.com website, including how to report clogged catch basins and illegal dumping, definitions and examples of Household Hazardous Waste (HHW) and Electronic Waste (E-Waste), HHW and E-Waste collection event schedules, and locations for proper RV sewage waste disposal. The hotline received 34,064 calls, and the website had 84,822 unique visitors.
- Coordinated and hosted four quarterly public education copermittee meetings in July and October 2011, and January and April 2012. Two of the quarterly meetings in this reporting period were offered as both webcasts and in-person meetings to copermittees.
- Provided copermittees with more than 9,300 collateral materials for distribution at community events and public counters.
- Achieved over 153,200 million impressions through paid media buys.
- Coordinated a cigarette butt pollution prevention billboard campaign.
- Continued the sports marketing campaign with the L.A. Dodgers major league baseball team.
- Coordinated radio media buys with KXOS-FM (Spanish) and KAMP-FM (English) to broadcast the *Don't Trash California* radio ad.
- Coordinated a transit T.V. media buy to broadcast the *Don't Trash California* T.V. ad in English and Spanish in Metro buses.
- Coordinated a professional basketball media campaign KFWB radio station targeting males between the ages of 18-34 and the general public between the ages of 18-54.
- Circulated the copermittee customer service survey to copermittees and received an above average rating of customer service by LACDPW staff.
- LACDPW circulated three press releases to the press during this reporting period.
- LACDPW cosponsored the 2011 Coastal Cleanup Day in partnership with Heal the Bay.

BMP Retail Gas Outlet Campaign

LACDPW contacted 11 corporate Retail Gas Outlets and offered them copies of the Good Gas Station Operating Practices Best Management Practices flyer and asked to schedule a workshop for corporate managers at a monthly or quarterly manager's meeting. ARCO and United Oil Company accepted a total of 400 copies of the flyer to display at gas stations in Los Angeles County.

Used Motor Oil and Used Oil Filter Recycling and Public Education

- Managed used motor oil block grants (15th cycle) and the Used Oil Payment Program (OPP Cycle1) funded by the California Department of Resources Recycling and Recovery (CalRecycle).
- Collected 29,500 used oil filters at 35 selected O'Reilly stores participating in the County's used oil filter collection program.
- Conducted a media campaign targeting the general population, Hispanic and Chinese ethnic groups to motivate them to participate at a used oil collection event, CCC, or a County sponsored HHW/E-Waste collection event.
- The 15th Cycle Block Grant media campaign achieved 10,769,000 paid media impressions with 1,567,000 impressions garnered through added-value. The OPP Cycle 1 media campaign achieved 23,860,000 paid media impressions and 10,683,000 impressions garnered through added-value.
- Held three used motor oil collection events in the following cities: Alhambra; Artesia; and Montebello. A total of 850 gallons of used motor oil and 400 used oil filters were collected from 363 Do-It-Yourselfers (DIYers). An additional 125 gallons of contaminated used motor oil was collected at the collection events.
- Held three filter exchange events at CCCs in the following cities: El Monte; Lawndale; and Long Beach. A total of 324 gallons of used motor oil and 188 oil filters were collected from 194 DIYers.

Environmental Defenders Program (K-6 grade)

- The revised Request for Proposals was issued in May 2012. Proposals were evaluated by the committee beginning in June 2012. The anticipated approval date of the new contract is expected to occur in the winter of 2013.

Generation Earth (7-12 grades)

- The program worked with 367 educators, teaching over 33,700 students at 234 schools potentially impacting 311,760 students.
- In FY 2011-12, students participated in 438 service learning projects conducted at 127 schools potentially impacting 215,020 students.
- Generation Earth attended 14 community events, reaching approximately 19,966 attendees.
- Thirty eight schools participated in the Streets to the Sea Challenge potentially impacting 69,000 students.